



ORDER

Flight Dates **09/18/12-09/24/12**

Contract / Revision **310070 /**

Original Date / Revision
09/05/12 10/05/12

Advertiser **DCCC**

Agency **Great American Media**

Buying Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Product

Democratic Congressional Campai

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:13:00

Estimate # **1472**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL PARTY

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 20% Market Value 158000

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	20%	31600
KPNX	20%	31600
KPPX	%	0
KSAZ	20%	31600
KTVK	20%	31600
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	27	\$26,860.00	\$31,600.00	0.00	08/27/12	09/24/12	27	\$26,860.00	\$31,600.00
Totals	27	\$26,860.00	\$31,600.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	09/18/12	09/21/12	M-F 7-9am M-F 7-9am	CM	7am-9am	- TWTF - -	:30	2	\$500.00	P-2	0.00 NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF - -			2		\$500.00		0.00			
N 2	KNXV	09/18/12	09/21/12	M-F 10am-11am The View	CM	10am-11am	- TWTF - -	:30	2	\$350.00	P-6	0.00 NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF - -			2		\$350.00		0.00			
N 3	KNXV	09/18/12	09/21/12		CM	430pm-5pm	- TWTF - -	:30	4	\$650.00	P-3	0.00 NM	4	\$2,600.00



KNXV

Print Date: 10/08/12

Page 2 of 3

Contract / Revision **310070** Flight Dates **09/18/12-09/24/12**

Hiatus Dates

Original Date / Revision 09/05/12/ 10/05/12

Order Sep 00:13:00

Advertiser **DCCC**

Product **Democratic Congressional** Estimate # **1472**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 430pm-5pm											
				M-F 430pm-5pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	- TWTF - -	4		\$650.00		0.00						
N 4	KNXV	09/24/12	09/24/12	M-F 430pm-5pm	CM	430pm-5pm	M- - - - -	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
				M-F 430pm-5pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M- - - - -	1		\$650.00		0.00						
N 5	KNXV	09/18/12	09/21/12	M-F 4pm-430pm	CM	4pm-430pm	- TWTF - -	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
				4PM News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	- TWTF - -	1		\$650.00		0.00						
N 6	KNXV	09/18/12	09/21/12	M-F 5pm-530pm	CM	5pm-530pm	- TWTF - -	:30	3	\$900.00	P-2	0.00	NM	3	\$2,700.00
				M-F 5pm-530pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	- TWTF - -	3		\$900.00		0.00						
N 7	KNXV	09/18/12	09/21/12	ABC World News M-F	CM	5:30pm-6:30pm	- TWTF - -	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
				ABC World News M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	- TWTF - -	2		\$1,000.00		0.00						
N 8	KNXV	09/18/12	09/21/12	M-F 6pm-630pm	CM	6pm-630pm	- TWTF - -	:30	3	\$900.00	P-2	0.00	NM	3	\$2,700.00
				M-F 6pm-630pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	- TWTF - -	3		\$900.00		0.00						
N 9	KNXV	09/24/12	09/24/12	M-F 6pm-630pm	CM	6pm-630pm	M- - - - -	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
				M-F 6pm-630pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M- - - - -	1		\$900.00		0.00						
N 10	KNXV	09/22/12	09/22/12	PR Various Non-Net 1	CM	830-9p	- - - - - S -	:30	1	\$600.00	P-3	0.00	NM	0	\$0.00
				PR Various Non-Net 1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	- - - - - S -	1		\$600.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KNXV	09/17/12-09/23/12		PR Various Non-Net 1	830-9p		- - - - - Sa - -	:30	(\$600.00)	0.00	NM				
Credited															
N 11	KNXV	09/18/12	09/21/12	M-F 630pm-7pm	CM	630pm-7pm	- TWTF - -	:30	2	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
				M-F 630pm-7pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	- TWTF - -	2		\$1,200.00		0.00						
N 12	KNXV	09/19/12	09/19/12	Wednesday Prime C	CM	9pm-10pm	- - W - - - -	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
				Wednesday Prime C											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	- - W - - - -	1		\$3,000.00		0.00						
N 13	KNXV	09/23/12	09/23/12	Primetime Emmys	CM	5p-8p	- - - - - S	:30	1	\$7,500.00	P-3	0.00	NM	1	\$7,500.00
				Primetime Emmys											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	- - - - - S	1		\$7,500.00		0.00						
N 14	KNXV	09/18/12	09/21/12	M-F 10-1035pm	CM	10pm-1035pm	- TWTF - -	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
				10pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	- TWTF - -	3		\$1,200.00		0.00						



KNXV

Print Date: 10/08/12

Page 3 of 3

**KNXV-TV
PHOENIX**Contract / Revision **310070** Flight Dates **09/18/12-09/24/12**Hiatus DatesOriginal Date / Revision 09/05/12/ 10/05/12Order Sep 00:13:00Advertiser **DCCC**Product **Democratic Congressional** Estimate # **1472**

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 15	KNXV	09/23/12	09/23/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		09/17/12	09/23/12	-----S	1		\$1,200.00		0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
1	KNXV	09/17/12-09/23/12		SU 10-1035pm	10pm-1035pm		-----Su	:30	(\$1,200.00)	0.00	NM					
See MG 15.2																
[program change/wrong inv. code descrip preempt rv 9/5]																
2	KNXV	09/23/12-09/23/12		Prime News	8p-9p		-----Su	:30	\$1,200.00	0.00	NM					
Ⓜ MG for 15.1 09/23																
														Totals	27	\$31,600.00

*Tax 1 Note: Tax 0.5%.

*Tax 1 Note: Tax 0.5%.